

1 Claim 1 (original): A method comprising:
2 a) accepting a search query;
3 b) searching a searchable data structure including
4 advertiser Web page information;
5 c) accepting search results;
6 d) retrieving at least one advertisement using at least a
7 portion of the accepted search results.

1 Claim 2 (original): The method of claim 1 wherein the
2 searchable data structure is an inverted index.

1 Claim 3 (original): The method of claim 2 wherein the inverted
2 index includes entries, each entry including a term and one or
3 more Web page identifiers.

1 Claim 4 (original): The method of claim 2 wherein the inverted
2 index includes entries, each entry including a term and one or
3 more pairs, each pair including a Web page identifier and a term
4 count.

1 Claim 5 (original): The method of claim 2 wherein the inverted
2 index includes entries, each entry including a term extracted
3 from advertiser Web pages and one or more Web page identifiers
4 that identifier advertiser Web page in which the term appears.

1 Claim 6 (original): The method of claim 1 wherein the at least
2 one advertisement is retrieved from a set of advertiser
3 information, the set of advertiser information including
4 information identifying advertiser Web pages, and

5 wherein the searchable data structure including advertiser
6 Web page information includes information extracted exclusively
7 from the identified advertiser Web pages.

1 Claim 7 (original): The method of claim 1 wherein each of the
2 search results have a score.

1 Claim 8 (original): The method of claim 7 further comprising:
2 e) scoring, using at least the search result scores, at
3 least some of the retrieved at least one advertisement.

1 Claim 9 (original): The method of claim 7 further comprising:
2 e) scoring, using at least the search result scores and
3 further using at least one of (1) ad performance
4 information, (2) ad price information (3) advertiser
5 quality information, and (4) user information, at least
6 some of the retrieved at least one advertisement.

1 Claim 10 (original): The method of claim 1 wherein the
2 searchable data structure includes entries, each entry including
3 a term and one or more Web page identifiers, and
4 wherein the act of retrieving at least one advertisement
5 using at least a portion of the accepted search results uses Web
6 page identifiers included in the search results.

1 Claim 11 (original): The method of claim 10 wherein the Web
2 page identifiers are used as lookup keys to a database of
3 advertisement information.

1 Claim 12 (original): The method of claim 1 wherein the at least
2 one advertisement is not one of the accepted search results.

1 Claim 13 (original): The method of claim 1 wherein the act of
2 retrieving at least one advertisement is performed without
3 consideration of expressly entered targeting information.

1 Claim 14 (original): The method of claims 1 wherein the act of
2 retrieving at least one advertisement is performed without
3 consideration of keyword targeting information.

1 Claim 15 (original): The method of claim 1 further comprising:
2 e) generating a document including (1) search results
3 determined using the search query and a second searchable
4 data structure, and (2) the at least one advertisement.

1 Claim 16 (original): The method of claim 15 wherein a format of
2 each of the search results is different from a format of each of
3 the at least one advertisement.

1 Claim 17 (original): A method comprising:
2 a) retrieving advertiser Web page information; and
3 b) building a searchable data structure using the
4 retrieved advertiser Web page information exclusively.

1 Claim 18 (original): The method of claim 17 wherein the act of
2 retrieving advertiser Web page information includes:
3 1) obtaining advertiser Web page identifiers from a
4 database of advertisement information; and
5 2) crawling, in accordance with a policy, the
6 advertiser Website identified by the advertiser Web
7 page identifiers.

1 Claim 19 (original): The method of claim 18 wherein the
2 advertiser Web page identifiers are unique locators.

1 Claim 20 (original): The method of claim 18 wherein the
2 advertiser Web page identifiers are URLs.

1 Claim 21 (original): The method of claim 17 wherein the act of
2 building a searchable data structure using the retrieved
3 advertiser Web page information exclusively includes
4 1) extracting terms from advertiser Websites; and
5 2) building an inverted index.

1 Claim 22 (original): The method of claim 21 wherein the
2 inverted index includes entries and wherein each entry includes
3 a term and one or more Web page identifiers.

1 Claim 23 (original): A search engine comprising:
2 a) a query processor;
3 b) a first index including information derived from Web
4 pages of the World Wide Web; and
5 c) a second index including information derived
6 exclusively from Web pages of advertisers.

1 Claim 24 (original): Apparatus comprising:
2 a) a storage facility including:
3 1) advertisement information including ads, and
4 2) a searchable data structure including advertiser
5 Web page information;
6 b) means for generating search results using, at least,
7 the searchable data structure; and
8 c) means for providing one or more ads from the
9 advertisement information using, at least, the generated
10 search results.

1 Claim 25 (original): The apparatus of claim 24 wherein the
2 advertisement information includes records, each record
3 including an ad and an advertiser Web page identifier.

1 Claim 26 (original): The apparatus of claim 25 wherein the
2 advertiser Website information included in the searchable data
3 structure is derived from the advertiser Web page identifiers
4 included in records of the advertisement information.

1 Claim 27 (original): The apparatus of claim 24 wherein the
2 means for providing one or more ads from the advertisement
3 information includes

4 1) means for determining at least one Web page
5 identifier from the search results, and
6 2) means for looking up the one or more ads from the
7 advertisement information using the determined at
8 least one Web page indicator.

1 Claim 28 (original): Apparatus comprising:
2 a) an input for accepting a search query;
3 b) means for searching a searchable data structure
4 including advertiser Web page information to generate
5 search results; and
6 c) means for retrieving at least one advertisement using
7 at least a portion of the accepted search results.

1 Claim 29 (original): The apparatus of claim 28 wherein the
2 searchable data structure is an inverted index.

1 Claim 30 (original): The apparatus of claim 29 wherein the
2 inverted index includes entries, each entry including a term and
3 one or more Web page identifiers.

1 Claim 31 (original): The apparatus of claim 29 wherein the
2 inverted index includes entries, each entry including a term and
3 one or more pairs, each pair including a Web page identifier and
4 a term count.

1 Claim 32 (original): The apparatus of claim 29 wherein the
2 inverted index includes entries, each entry including a term
3 extracted from advertiser Web pages and one or more Web page
4 identifiers that identify advertiser Web page in which the
5 term appears.

1 Claim 33 (original): The apparatus of claim 28 wherein the at
2 least one advertisement is retrieved from a set of advertiser
3 information, the set of advertiser information including
4 information identifying advertiser Web pages, and
5 wherein the searchable data structure including advertiser
6 Web page information includes information extracted exclusively
7 from the identified advertiser Web pages.

1 Claim 34 (original): The apparatus of claim 28 wherein each of
2 the search results have a score.

1 Claim 35 (original): The apparatus of claim 34 further
2 comprising:
3 d) means for scoring, using at least the search result
4 scores, at least some of the retrieved at least one
5 advertisement.

1 Claim 36 (original): The apparatus of claim 34 further
2 comprising:

3 d) means for scoring, using at least the search result
4 scores and further using at least one of (1) ad performance
5 information, (2) ad price information (3) advertiser
6 quality information, and (4) user information, at least
7 some of the retrieved at least one advertisement.

1 Claim 37 (original): The apparatus of claim 28 wherein the
2 searchable data structure includes entries, each entry including
3 a term and one or more Web page identifiers, and
4 wherein the means for retrieving at least one advertisement
5 using at least a portion of the accepted search results uses Web
6 page identifiers included in the search results.

1 Claim 38 (original): The apparatus of claim 37 wherein the Web
2 page identifiers are used as lookup keys to a database of
3 advertisement information.

1 Claim 39 (original): The apparatus of claim 28 wherein the at
2 least one advertisement is not one of the accepted search
3 results.

1 Claim 40 (original): The apparatus of claim 28 wherein the
2 means for retrieving at least one advertisement does not
3 consider expressly entered targeting information.

1 Claim 41 (original): The apparatus of claims 28 wherein the
2 means for retrieving at least one advertisement does not
3 consider keyword targeting information.

1 Claim 42 (original): The apparatus of claim 28 further
2 comprising:

3 d) means for generating a document including (1) search
4 results determined using the search query and a second
5 searchable data structure, and (2) the at least one
6 advertisement.

1 Claim 43 (original): The apparatus of claim 42 wherein a format
2 of each of the search results is different from a format of each
3 of the at least one advertisement.

1 Claim 44 (original): Apparatus comprising:
2 a) means for retrieving advertiser Web page information;
3 and
4 b) means for building a searchable data structure using
5 the retrieved advertiser Web page information exclusively.

1 Claim 45 (original): The apparatus of claim 44 wherein the
2 means for retrieving advertiser Web page information includes:
3 1) an input for obtaining advertiser Web page
4 identifiers from a database of advertisement
5 information; and
6 2) a crawler for crawling, in accordance with a
7 policy, the advertiser Website identified by the
8 advertiser Web page identifiers.

1 Claim 46 (original): The apparatus of claim 45 wherein the
2 advertiser Web page identifiers are unique locators.

1 Claim 47 (original): The apparatus of claim 45 wherein the
2 advertiser Web page identifiers are URLs.

1 Claim 48 (original): The apparatus of claim 44 wherein the
2 means for building a searchable data structure using the
3 retrieved advertiser Web page information exclusively includes
4 1) means for extracting terms from advertiser
5 Websites; and
6 2) means for building an inverted index.

1 Claim 49 (original): The apparatus of claim 48 wherein the
2 inverted index includes entries and wherein each entry includes
3 a term and one or more Web page identifiers.